

Inbank is a financial institution whose roots go back to 2010 and which offers credit and deposit products on seven European markets. But our ambitions go even further. We are building a new kind of bank with the cornerstone of our strategy being masterful financial technology and geographic expansion. We are looking for talented people to join our fun-loving and agile team and contribute to the Estonian banking sector's success story here and elsewhere in Europe.

We are looking for Marketing Analyst

Responsibilities:

Take responsibility and lead direct marketing process within the team:

- Extract and prepare bases for direct marketing
- Implement, monitor and analyse A/B testing on owned digital channels
- Monitor and measure digital campaigns, draw conclusions and implement improvements to help drive growth

Support sales and marketing teams with data, analysis and insights:

- Prepare and develop standardized weekly and monthly reports
- Measure and analyze effectiveness of marketing, communicate and deliver suggestions for improvements
- Measure, analyze and bring out insights on customer behaviour and market
- Participate in ad hoc projects involving data analysis

Requirements:

- Experience in measuring and analyzing web business performance
- Familiarity with all major social media platforms and corresponding KPIs
- Advanced knowledge of Microsoft Excel (pivot tables, advanced formulas, etc.)
- Basic knowledge of SQL is a benefit

Personal qualities:

- Passionate about digital marketing and oriented in using variety of solutions
- Interested in learning and improving
- Comfortable in the world of numbers and analyzing raw data and providing actionable insights using analytical thinking and understanding
- Capable of quickly adapting to dynamic situations and working independently

Contact

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